

Enhanced Webcast Content Program

Our custom content solutions convert a stand-alone webcast into an integrated campaign, utilizing social media, print and online marketing to amplify the content across our life sciences communities.

What it does:

- ▶ Repurposing content from a webinar and maximizing your return
- ▶ Generates new leads/registrants with whitepaper format

What you receive:

- ▶ Whitepaper/summary—we transcribe the webcast and write a comprehensive executive summary of the program, recognizing your company's participation. We deliver a PDF for your use
- ▶ Aggressively promoted to our audience via dedicated e-blasts, social media, e-newsletters, and website (2 months)
- ▶ Hosted on the brand website for 12 months
- ▶ Integrated into the webcast promotion as an attendee take-away, driving attendance to the event, live and on-demand
- ▶ Lead generation capturing contact and demographic information required at registration
- ▶ We can also use a series of webinars and use content for an e-book, repurposing content to generate and maximize leads

